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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Attorney Docket No. 47004.000180

ROTHMAN, et al.

Examiner: G. Akers

Serial Number: 09/988,291

Group Art Unit: 2761

Filed: November 19, 2001

Confirmation No. 8456

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETINGAMENDMENT AND RESPONSE TO PAPER NO. 7

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on May 5, 2003, in the above-referenced patent application, Applicants submit the following amendments and remarks.

REMARKS

The Office Action mailed May 5, 2003, has been carefully reviewed.

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